COMPARE

I3 Investigation and critical analysis of the characteristics of existing products, processes, systems, and/or production techniques.

# awareness campaigns

# Example 1

## **About** (30 words – who made the campaign, why did they make it, references – web address and date accessed)

*Reference:*

Image here – remember to put behind text

Image here – remember to put behind text

70 words – you can use dot points (10 words in each box)

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| MATERIALS  What materials is it made from (poster, film, screen meme?)  How was it made – technique?  (Photoshop, IMovie or other film program, animation, photography) |  |
| VISUALS – Design Elements  Line, shape, tone, texture pattern, and colours |  |
| TYPOGRAPHY  size and style of font, spacing between letters and words, line spacing |  |
| IMPACT - Design principals  Balance – white space  Hierarchy – main images  Contrast  Repetition  Alignment |  |
| STRENGTHS  What is good |  |
| WEAKNESS  What is bad |  |
| INTERESTING |  |